

North Bay Redevelopment Project Area

On Wednesday, October 5, 2010, the 30-member North Bay Redevelopment Project Area Committee (PAC) will hold its Annual Election at Urban Corps of San Diego County – Community Room located at 3127 Jefferson Street. There will be a candidate forum from 4:30 to 5:00 p.m. The election will be from 5:00 to 7:00 p.m. Please see the enclosed Election Announcement flyer for information on open seats and eligibility requirements. Voters must bring the proper documentation with valid photo identification to the election to vote. For more information please contact Lydia Goularte-Ruiz at (619) 236-6539 or lgoularte@sandiego.gov.

The North Bay Redevelopment Plan (approved May 1998) encompasses approximately 1,360 acres within seven community planning areas including: Clairemont Mesa, Linda Vista, Mission Valley, North Bay (formerly Midway/Pacific Highway), Old Town, Peninsula, and Uptown. The purpose of the PAC is for community representatives to advise and consult with the City of San Diego's Redevelopment Agency regarding redevelopment projects within the area, particularly those that affect residential uses.

Under California Law, the Redevelopment Agency has the responsibility to eliminate blight, revitalize older neighborhoods and create attractive areas for additional investors. Blight consists of the variety of physical and economic conditions within an area that cause a reduction of, or lack of proper utilization of that area which act as barriers to new investment by private enterprise.

Through redevelopment, a project area receives focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, as well as to gain active participation and investment by residents. The following are some recent projects underway in the North Bay Redevelopment Project Area:

North Bay (formerly Midway Pacific Highway) and Old San Diego Community Plan Update – The Project Area provided \$1.6 million, to the City, to assist in updating the North Bay/Old San Diego Community Plans. Work is scheduled to begin in the fall.

Storefront Improvement Program – In partnership with the City of San Diego's Storefront Improvement Program (SIP), property and business owners can improve their facades with assistance from the Redevelopment Agency. The program provides no interest forgivable loans to property and business owners within the Project Area to upgrade the facades of their businesses. For more information contact Alissa Gabriel at 619-236-6460.

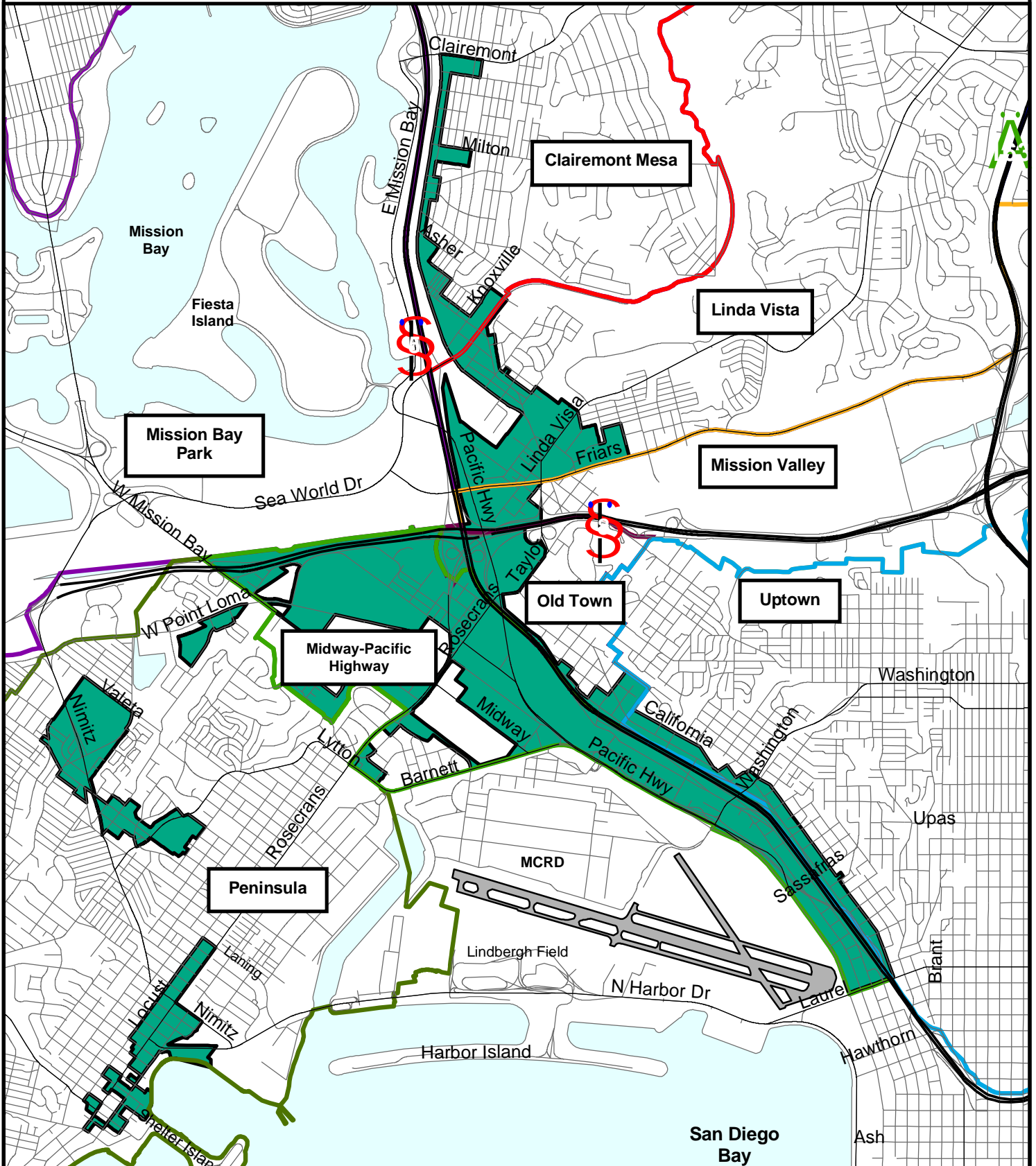
Five Points Traffic Calming Project – This project will address infrastructure needs within the Five Points neighborhood by creating a safer environment. The improvements include pop outs, ADA compliant ramps and a pedestrian countdown timer.

Clairemont Drive Median Project – This median project will promote traffic calming and streetscape beautification at the intersection of Clairemont Drive and Morena Boulevard.

Washington Street Improvements – These improvements will address blighted streetscape and provide added support for pedestrian activity at the intersection of Washington and India streets.

(Over for Map)

NORTH BAY REDEVELOPMENT PROJECT AREA



Legend



- North Bay Redevelopment Project Area
- Water Bodies
- Freeways

- Community Plan Boundaries
- Clairemont Mesa
 - Linda Vista
 - Midway-Pacific Highway
 - Mission Bay Park
 - Mission Valley
 - Old Town
 - Peninsula
 - Uptown



1 inch equals 3,167 feet

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